

1-day course

From research to impact: discover the economic and social potential of your research

KIT-Campus Alpin, 19 September 2024

As researchers, we strive to make an impact – not only within our scientific community but also in addressing real-world and societal challenges. Have you ever considered how your research could contribute to solving these challenges, influence citizen behavior, or support decision-making for politicians and managers? How much untapped potential lies within your scientific project? In this workshop, you'll discover approaches and resources to transform your research into real-world impact. For this, we will blend short methodological impulses with hands-on opportunities for you to apply these strategies to your own research.

Topics

- Discovering valuable assets in research results
- Gaining an overview of transfer options and examples
- Identifying application opportunities for own research
- Understanding the importance of personal motivations and benefits
- Getting transfer project ideas to the point
- Understanding the addressees of transfer projects
- Designing sustainable projects
- Mobilizing resources for transfer projects
- Tools and pathways to facilitate transfers and outreach

The course will take place on-site at IMK-IFU. It will be held in English language. Discussions and teamwork can also take place in German depending on the participants.

Target group

The workshop is open to 20 participants, especially doctoral students and postdocs.

Registration

Please register by writing a short motivation email to Elija Bleher (advisor in cc) **by 16 July 2024** at the latest. We allocate the 20 places following a first come, first served approach.

Course schedule

The seminar takes place **from 9:00 to 15:00**. There will be a 1-hour lunch break during which catering will be provided.

Trainers

Dr. Niels Feldmann leads KIT's intrapreneurship initiative maKeIT, which supports researchers in identifying opportunities to impact society and the economy. He brings more than 13 years of experience in management consulting to the table and has been a lecturer and researcher in the field of information systems at KIT for a decade.

Dr. Markus Bauer heads the KIT Business Club, a gateway for companies to collaborate with KIT and a platform fostering connections between science and business for mutual benefit. In addition, he acts as an innovation manager for technology transfer with a focus on climate and environment.

Both are members of KIT's Innovation and Relations Management (IRM) unit.

